

AMENDMENT

Please replace all prior versions and listings of claims with the following Listing of Claims:

Listing of Claims

1. **(Currently Amended)** A method of delivering an interactive application to a plurality of target platforms, each of the plurality of target platforms operating in connection with a ~~constituted by~~ different broadcast network networks, each broadcast network operating a respectively different broadcast protocol, the method comprising:

providing the interactive application comprised of a set of application components, the set of application components including an executable computer code component and a data component;

converting the set of application components into a first stream ~~plurality of~~ streams of broadcast data, the first each stream of broadcast data conforming with a the broadcast protocol of a first broadcast network and a first of the plurality of target platforms; ~~the respective target platform;~~ and

converting the set of application components into a second stream of broadcast data, the second stream of broadcast data conforming with a broadcast protocol of a second broadcast network and a second of the plurality of target platforms;

delivering the first each stream of broadcast data to the first of the plurality of target platforms; and ~~its respective target platform~~

delivering the second stream of broadcast data to the second of the plurality of target platforms,

wherein at least the first broadcast network is a broadcast network other than an Internet network,

whereby the interactive application is delivered to the first and the second of the plurality of target platforms via different broadcast networks each operating different broadcast protocols.

2. **(Currently Amended)** A method according to claim 1 further comprising:
manually inputting real-time application data;
converting the real-time application data into a stream ~~a plurality of streams~~ of real-time broadcast data, ~~each stream of real-time broadcast data~~ conforming with the broadcast protocol of the first broadcast network and the first of the plurality of target platforms; ~~a respective target platform~~; and
converting the real-time application data into a stream of real-time broadcast data conforming with the broadcast protocol of the second broadcast network and the second of the plurality of target platforms; and
delivering each stream of real-time broadcast data to its respective target platform.
3. **(Currently Amended)** A method according to claim 2, further comprising:
storing the application components and/or the real-time application data in a data store; and
retrieving the application components and/or the real-time application data from the data store before converting it into a stream of broadcast data.
4. **(Original)** A method according to claim 1, wherein the step of converting comprises translating, substituting, selecting, time managing, or adapting for different data transmission mechanisms.
5. **(Previously Presented)** A method according to claim 1, further comprising receiving and processing return data from one or more of the target platforms.
6. **(Currently Amended)** A method according to claim 5 wherein the interactive application comprises a game and the return data comprises game-play input.
7. **(Previously Presented)** A method according to claim 1, wherein each target platform comprises an application processor.

8. **(Original)** A method according to claim 7 further comprising interrogating the application processor to determine the data capabilities of the application processor; and downloading data from the stream of broadcast data in accordance with the determined data capabilities of the application processor.

9. **(Currently Amended)** Apparatus for delivering an interactive application to a plurality of target platforms, each of the plurality of target platforms operating in connection with a ~~constituted by respective~~ different broadcast network networks, each broadcast network operating a respectively different broadcast protocol, the apparatus comprising:

a system for providing the interactive application including a set of application components, the set of application components including an executable computer code component and a data component;

a ~~first plurality of broadcast system interface systems interfaces each for~~ converting the set of application components into a first ~~respective~~ stream of broadcast data conforming with a the broadcast protocol of a first broadcast network and a first of the plurality of target platforms ~~the respective target platform;~~

a second broadcast system interface for converting the set of application components into a second stream of broadcast data conforming with a broadcast protocol of a second broadcast network and a second of the plurality of target platforms; and

a system for delivering the first ~~each~~ stream of broadcast data to the first of the plurality of target platforms and for delivering the second stream of broadcast data to the second of the plurality of target platforms; ~~its respective target platform~~

wherein at least the first broadcast network is a broadcast network other than an Internet network,

whereby the interactive application is delivered to the first and the second of the plurality of target platforms via different broadcast networks each operating different broadcast protocols.

10. **(Cancelled).**

11. **(Currently Amended)** A method according to claim 1, wherein the set of application components further comprise one or more of executable program files, bit maps, sound samples, real-time data instructions, and video clips ~~chips~~.

12. **(Previously Presented)** A method according to claim 4, the method comprising substituting an application component with an alternative component on one of the broadcast data streams.

13. **(Previously Presented)** Apparatus according to claim 9, the apparatus further comprising means for substituting an application component with an alternative component on one of the broadcast data streams.

14. **(Previously Presented)** A method according to claim 1, wherein each target platform comprises a plurality of application processors.

15. **(Previously Presented)** A method according to claim 14, wherein the converting step compensates for timing differences between the broadcast networks in handling the broadcast data so as to temporally synchronise the broadcast data at each application processor.

16. **(Previously Presented)** A method according to claim 15, wherein the compensation is achieved by selectively delaying broadcast of data to the target platforms.

17. **(Previously Presented)** A method according to claim 15, wherein the compensation is achieved by including timing information in the broadcast data.

18. **(Previously Presented)** Apparatus according to claim 9, wherein each target platform comprises an application processor.

19. **(Previously Presented)** Apparatus according to claim 9, wherein each target platform comprises a plurality of application processors.

20. **(Previously Presented)** Apparatus according to claim 19, wherein the broadcast systems interfaces compensate for timing differences between the broadcast networks in handling the broadcast data so as to temporally synchronise the broadcast data at each application processor.

21. **(Previously Presented)** Apparatus according to claim 20, wherein the broadcast systems interfaces carry out the compensation step by selectively delaying the broadcast of data to the target platforms.

22. **(Previously Presented)** Apparatus according to claim 20, wherein the broadcast systems interfaces carry out the compensation step by including timing information in the broadcast data.